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## Wilson Sporting Goods Partners with Ikoniq for Pop Up Retail Stores

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Louisville Slugger has been hitting seasonal home runs in product sales amidst the high school sports circles with Ikoniq, its modular construction resource for pop-up outlets. Ikoniq's experiential marketing designed in shipping container retail sites feeds the hunger for new product delivery. Its rally cry for the consumer is an important base-level marketing pitch to parents, students, and soon-to-be professional sports players.

Rob Partin, Grassroots Marketing Manager, Baseball/Softball Division, in Wilson Sporting Goods, pointed out recently that his company (which now owns the Slugger brand) has been doing popup retail for more than a decade, starting with tents and other temporary housing. But with Ikoniq's approaches and guidance, efficiency is through the roof. With the use of Ikoniq techniques which utilize a shipping container, the success factor has doubled in the recent two summers, he said. He cited Louisville Slugger's brand success at LakePoint from its four pop-up outlets—one leased and three owned outright-- as examples of how 'wildly successful' the Ikoniq approach to modular construction can be. "To the consumer, it feels like entering a Dick's Sporting Goods store. The product is protected and not sunbaked or dirty from weather," Partin said.

The pop-up industry comprises about \$50 billion in sales every year, [according to an analysis by Independent Retailer magazine](#), using approximate sales numbers provided by the U.S. government, trade associations or third-party organizations.

"The ease of use for our employees and the customers is an important part of the success we've seen. All our products can be merchandised well and the unit is truly weather-friendly. When it rains, we can just close the door. We can operate for the designated 90+ straight days of our event seasons without having to reset in entirety. With sporting goods, tent events are difficult," Partin said.

"With tent events, you often drag items to the car or a truck, and you have to drag them out the next day. Ikoniq's pop-up approach really allows for a professional experience. We

can be totally shoppable, and an increase in overall sales volume did occur these last two seasons,” Partin added. Up to 112 teams go through LakePoint regularly in a peak week.

For experiential marketing of all sports brands and their retail outlets at Lakepoint, the shipping container has become a valued novelty, and a cost-effective rental to achieve on-premise store sales. Lakepoint currently deploys 23 Ikoniq containers in one of the largest deployments of this kind to date, and more are planned.

When asked to name the top reasons to shop or visit a pop-up store, seasonal products top the list, cited by 61% of respondents to an Independent Retailer magazine poll in January 2015. Ranked next were “finding new or unique services/products” (39%), “shop locally” (36%), “great prices” (34%), “convenience” (33%) and have “a fun experience” (30%).

The average shipping container for experiential marketing is 8 feet wide by 20 feet long. The LakePoint shipping containers are durable and constructed out of high-strength steel, allowing for vinyl flooring, 3-D graphic signage, and GridWall™ blank panels. They are watertight in rain storms, and can be mounted on a foundation to be hurricane proof.

One pop-up store is deployed for Louisville Slugger during spring weekend events and its June and July activity, for its Perfect Games partnership in Ft. Myers.

Other pop-up sites for the brand at Cal Ripken baseball in Aberdeen, MD, and Myrtle Beach, SC, are driven by the school calendar and its highlights. About 40,000 kids go through these units during their season.

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According to Inquisitr online magazine, [pop-up stores also help create a buzz](#). One of the best benefits of pop-up shops is that they help brands start buzzing. Examples abound regarding gender-specific or industry –specific focuses. UGG recently opened [a pop-up store in San Francisco](#) for men only already readying for early holiday shoppers this year, reports MarketWatch, and the men-only aspect certainly brought on the buzz.

What makes these stores work is the availability factor of shipping containers and other forms of modular construction materials now in the market.

“The beautiful feature of a shipping container approach is that the surface area is must larger than our traditional small tents which are generally 10 ft. by 10 ft. Bat arms are custom-made for the Gridwall™ approach and this allows about 140 bats in a kiosk. This makes for less staff running to put out new product which used to eat up several people in an hour, and it is a logistical dream for close down as well—10 minutes we are done,” Partin said.

The other hidden gem is that the diamond in the display is the media on the TV which can be run in the pop-up store by Ikoniq. “This showing of baseball highlights makes it very authentic, and allows parents to watch the big games while shopping,” Partin pointed out.

Ikoniq’s approach to retail has a “cool factor” that not many high school baseball players have seen. While baseball and softball are flat is sales, parents are spending more money on each player accessing the items purchased to make sure their son or daughter is competitive to move to the professional level, Partin exclaimed.

Other types of brands see pop-up stores and baseball as useful and essential as well, including [the Foo Fighters](#), which opened a pop-up shop this year in the Lower East Side in New York City to celebrate their 20th anniversary and promote their two-night stint at CitiField, the baseball stadium where the New York Mets play.

Even car brands are using modular approaches to their pop-up retail, [including Tesla](#) in May of this year. With its mobile container stores, that company made a tour possible, beginning in Santa Barbara, CA.

For three-to-four month opportunities, Partin says, the shipping container outlets are easy to move across country—for example from Denver to Atlanta—to capture even more customers, and fans. Pop-ups stores with the Ikoniq shipping container tactic have trended in the last two years as [“all the rage.”](#)

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*Ikoniq designs, develops, and manufactures unique carts, kiosks, and shipping containers for pop-up stores, concessions, semi-permanent exhibitions, and other modular construction. Anywhere that retail can occur, Ikoniq’s innovative and quality construction plays a role in experiential marketing. For more information, call Greg Swistak at 585-393-9888, ext. 6913. [www.ikoniq.com](http://www.ikoniq.com)*

